



**North
Northamptonshire
Council**

North Northamptonshire Climate Change Strategy

Consultation Analysis Report 2024

October 2024

1. Purpose of Report

- 1.1. To set out the North Northamptonshire Climate Change Strategy consultation process and key findings. The results from the public consultation and stakeholder interviews have been used to inform the draft North Northamptonshire Climate Change Strategy (CCS) 2024-2030.

2. Executive Summary

- 2.1. The Council launched the draft Climate Change Framework on 16th September 2024 for public consultation, which ran until 20th October 2024. The Framework set out the foundation for tackling the causes and consequences of climate change locally and our six key areas of focus to help enable net zero by 2050.
- 2.2. Recognising that collective action is essential to achieving the vision and outlined goals within the draft strategy we were keen to understand the views of residents, businesses, and organisations across the area regarding issues related to climate change and sustainability. Prior to the public consultation, extensive interviews were held with stakeholders, including community groups, schools, town and parish councils, businesses, and council departments.
- 2.3. The public consultation was conducted by the Council's Consultation and Engagement Team. The structure and design of the consultation was set out over two surveys:
 - **Climate change attitudes and behaviours.** Seeking thoughts on climate change, our six main areas of focus, and your suggestions for actions the Council should take to mitigate climate change risks in North Northamptonshire.
 - **Consultation on the Council's Draft Climate Change Framework.** Seeking thoughts on the draft Framework, which outlined our vision, approach, and key areas of focus to address the effects of climate change over the next six-years.

3. Report Background

- 3.1. This report sets out the consultation process and key findings. Consultation results have been analysed and were used to help inform the draft CCS for North Northants. The draft strategy includes tackling the causes and consequences of climate change locally and sets out our six priority areas to enable net zero by 2050.
- 3.2. The strategy aims to protect the most vulnerable, mitigate the impact of climate change, and help build resilience across the North Northants area.
- 3.3. The consultation sought to understand the views of the people of North Northamptonshire on key climate risks for the area, to identify which issues are most important to people, and to gauge their opinions on our six main areas of focus in relation to enabling the area to achieve net zero by 2050.
- 3.4. The Council have the role as leader and enabler when it comes to acting on climate change and creating a more sustainable future for everyone living and working in the

North Northants area, but we cannot do it alone. We all play a vital role in enabling our journey to net zero.

- 3.5. Local people, organisations and other interested parties were able to have their say about the proposals in a range of ways, by:
 - Visiting the North Northamptonshire Draft Climate Change Framework and Climate Change Attitudes and Behaviours consultation webpages and completing the questionnaire(s) or requesting a paper questionnaire(s).
 - Accessing the online questionnaire(s) free of charge at any North Northants Council library
- 3.6. The draft Climate Change Framework for North Northamptonshire was published alongside the consultation questionnaires.
- 3.7. In total, 358 respondents filled out the questionnaires (94 for the Framework and 264 for the Attitudes and Behaviours survey), either partially or fully. Respondents did not have to answer every question and so the total number of responses for each question differs and is shown in relation to each question in sections 5 and 6 below.
- 3.8. The draft North Northants CCS, which was prepared by Electric Places Ltd., will be presented to the Executive on 13th February 2025. The draft CCS will also be presented to the Place & Environment Scrutiny Committee on 17th December 2024.

4. Promotion

- 4.1. The consultation was hosted on the Council's Consultation Hub website. Councillors, local MPs, town and parish Councils, partner organisations, voluntary and community sector organisations, representatives of protected characteristic groups, local business groups including Chamber of Commerce and Federation of Small Businesses, and members of both the North Northamptonshire Residents' Panel (circa 400 members) were invited to give their views, and to promote the consultation to their members, or within their local area where appropriate.
- 4.2. Opportunities to take part in the consultation were promoted in the local media via a press release, which was sent to 17 newsrooms (local and national, print and broadcast including the Northants Telegraph, BBC Northampton, BC Look East, ITV Anglia, and PA News). The consultation was also promoted through the Council's Leaders' Update, and the Council's website and social media channels, enabling both internal and external consultees to get involved in the process.
- 4.3. In terms of social media reach:
 - Facebook reach (i.e., the number of people who saw any content from or about the consultation web page) was 1759;
 - X (formally Twitter) impressions (i.e., the number of times any content from or about the consultation web page entered a person's screen) were 952; and
 - LinkedIn impressions were 653.

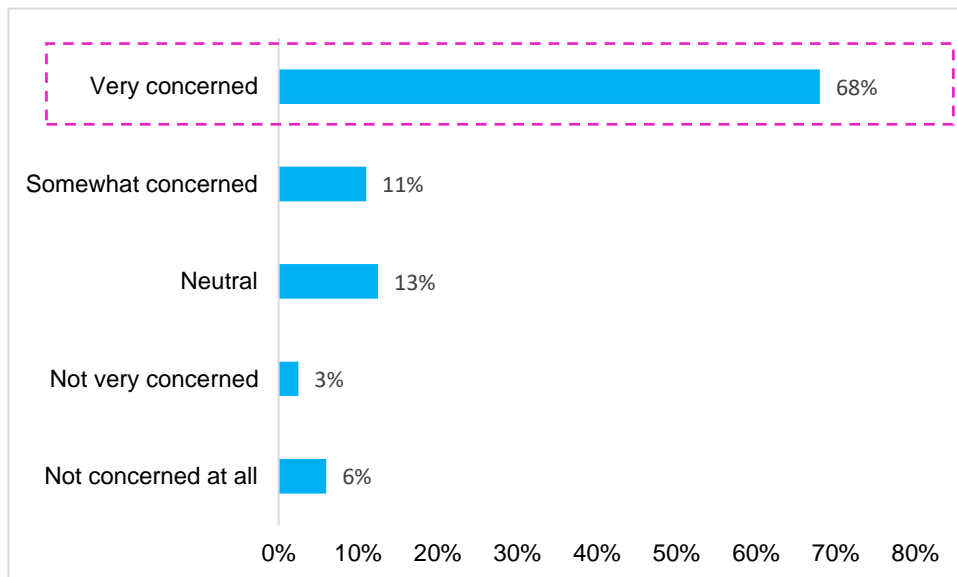
5. Consultation Results - Framework

5.1. This section provides a summary of the feedback received and details responses to the various questions asked as part of the North Northamptonshire Draft Climate Change Framework consultation.

5.2. Respondents were asked in what capacity they were responding to the consultation of which:

- 72 Residents of North Northamptonshire
- 5 Employees of North Northants Council
- 4 North Northamptonshire Councillors
- 3 Town or parish Councillors
- 6 Representatives of a voluntary sector or community organisation group
- 2 Representative of a local business
- 2 Other

5.3 The majority of respondents (out of 80) are very concerned about the impacts of climate change in North Northamptonshire

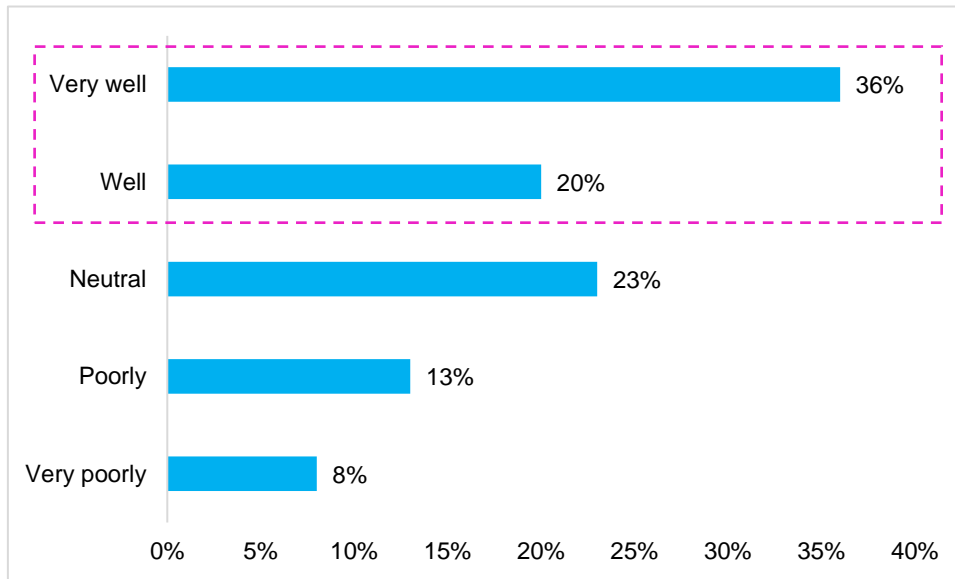


5.4 Overwhelmingly, respondents feel that North Northants, as a place, is unprepared for the effects of the following climate-related risks:

	Flooding	Heatwaves	Water shortages	Storms & extreme weather	Biodiversity loss
General Population (80 completes)					
Very prepared	3%	3%	1%	1%	1%
Prepared	8%	10%	6%	5%	3%
Neutral	23%	25%	33%	20%	25%
Unprepared	46%	28%	34%	38%	26%
Very unprepared	21%	34%	26%	36%	45%

5.5 Thinking about our long-term vision for 2050 (e.g., a fairer, greener, and more resilient community), as indicated in the draft CCS, the majority of respondents (out

of 70) feel the vision aligns with their own goals and priorities, as indicated in the table below:



5.5.1 Below is a selection of open-ended commentary from respondents desiring to expand on this response:

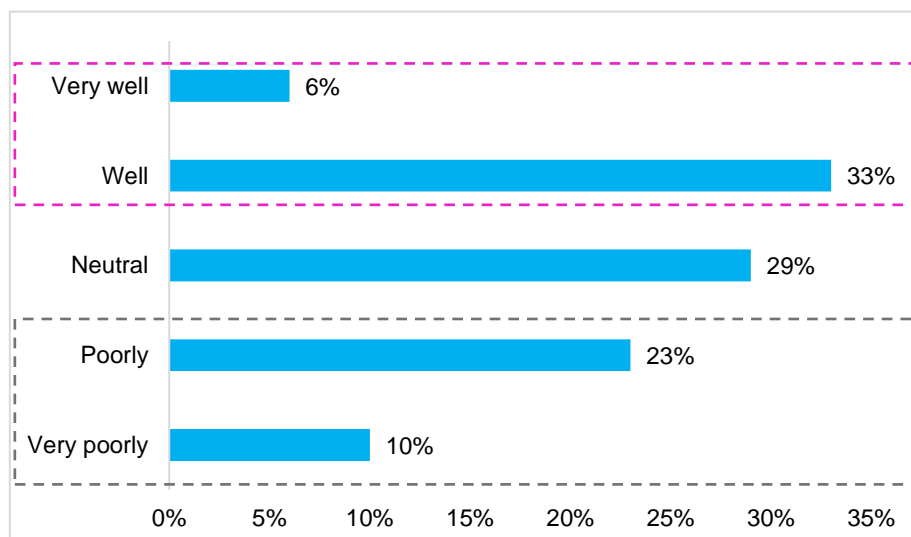
- There is too much about the future and not enough about the now, 2050 is a long way away we need these changes NOW.
- I am in favour of making the county greener, safer, and biodiverse but at the moment we need to focus our efforts on the poor and needy. The environmental stuff should be part of the priorities no take resources away.
- North Northants needs to stand up and be counted in the fight to slow climate change.
- Not taking the needs of the disability community more seriously.
- This focuses on the Urban environment and communities. Countryside and rural areas do not have any protection on the greener environment they already have.
- The vision is great but given the scale of the emergency, the date needs to be brought forward.
- Fairer and greener are both very well aligned. I believe communities need to account for economic, social, and health disparities while planning for the long-term, and moving towards a sustainable, non-extractive, non-pollutive economy is essential. Resilience will be important with how much adverse change is likely, but I am wary of that being in defence of the status quo.
- The framework is a very good document that includes so much of what we must do and creates an excellent vision for the future.

5.6 When asked about the effectiveness of the proposed actions for leveraging the Council’s influence, such as its role in procurement, planning decisions, and partnerships, to advance climate action in North Northamptonshire – 2% of respondents answered very effective, 25% effective, 37% neutral, 19% ineffective, and 17% very ineffective. Meaning the majority feel that proposed actions are ineffective in terms of leveraging the Council’s influence in advancing climate action in North Northants.

5.6.1 Below is a selection of open-ended commentary from respondents suggesting additional ways the Council could use its influence:

- Ensure SLAs commit partners to produce evidence of their plans that do not pass responsibility down the line.
- Be more radical and expectations increased towards residents and businesses.
- Toughen planning rules.
- More laws on greener practices when building new properties, such as location and its effect on biodiversity and flooding. Also, the effect on over-burdening local services and people having to travel further afield as a result.
- Increase the required BREEAM (Building Research Establishment Environmental Assessment Method) Rating to Outstanding, or at least Excellent, in the planning requirements for non-domestic buildings and developments. This is currently Very Good which is now readily achieved by competent contractors.
- Procurement should have a policy for contracts, to ask for a 0.05% mandatory spend on social value work. This would support a lot of additional biodiversity work which communities want to pursue and would help set contracts apart as they can show what they have helped deliver. Developers need to be encouraged to explore previously built on areas, versus building on green/brown field sites.
- I believe that there needs to be more opportunities for education and training, particularly at secondary level and for adults in order to change attitudes and behaviour.
- To get houses insulated and retrofitted and achieve Energy Performance Certificate (EPC) B standard, there need to be incentives and penalties; the penalties would be issued in the case of landlords who do not meet a required deadline to meet the requirements.
- NNC should undertake surveys to baseline wildlife and then further follow up surveys to ensure that projects are meeting their goals
- Enabling the opportunity/choice to attend the nearest secondary school - rather than a large proportion using bus and cars to travel to a school further away.
- Produce information on the practical steps that individual families and businesses can take immediately and in the medium to longer term so that we can all plan how to reduce our emissions.

5.7 Respondents were asked how well they think we have identified the specific climate change risks facing North Northamptonshire (e.g., flooding, heatwaves, water shortages,



biodiversity loss). 52 respondents answered this question, and as the results indicate, results are split between those who feel risks are clearly identified and those who do not. 29% of respondents had a neutral opinion on the matter.

5.7.1 Open-ended commentary on risks that require elaboration, or which have been overlooked includes:

- Flooding is overlooked, planning permission is given for large housing estates without the real impact on flooding assessed or the preventative costs being passed onto the builders.
- There is a severe lack of encouragement for residents to walk, cycle, use public transport rather than drive and also a severe lack of EV chargers.
- Loss of farming land to large scale deployment of solar panels would create more imports.
- We need to move FASTER, we need to work to capture CO₂ NOW, not in 10-20 years, the time to act to lessen the effects has passed, we need a generational shift and looking at the task ahead of us like the apollo project, but not limited to just one country we need global action if we are likely to keep the warming below 2.5deg C.
- NNC need to understand what water companies are proposing for water shortages and that we are not left short due to water being taken to Cambridge or other areas instead. Also, how planning developments will impact on the increasing need for water.
- Economic damage as a result of huge disruption to supply chains. Influx of refugees as a result of other parts of the world becoming impossible to grow food in and inhabitable. Political instability as a result of these changes.
- Lack of green skills to meet demand. Energy constraints due to the national grid. Housing and retrofit - by law, housing needs to be EPC rating of C by 2030. We are not on target to hit this as an authority and are doing very little to help other landlords reach this target or hold them to account.
- Not enough emphasis on residents' current and future health
- Further detailed required to examine the severity of climate change on soil erosion and exhaustion, over extraction of water and effects on water tables and river levels, drought, temperature levels, diseases brought by invasive species, adverse effects on food production, stress on the world's economic system leading to public unrest, increased migration, and a greater likelihood of war for the worlds diminishing resources.

Six Main areas of focus

5.8 Thinking about the six key areas of focus (Transport, Homes & the Built Environment, Nature, Food, & Farming, Energy, Green Economy, and Waste), respondents were asked whether they believe these are the most appropriate categories for addressing climate change risks in our region – the majority 88% said yes, whereas 12% felt alternative categories might be more effective. Alternative suggestions from the open-ended commentary included: flooding, capture and clean, and reduction in industrial emissions.

Transport

5.9 12% of respondents felt that the proposed actions cover all relevant risk, 60% felt they are mostly covered, but more emphasis or additional actions are required, and 28% felt there are significant risks not addressed.

5.9.1 Respondents were asked to elaborate on any risks or actions they felt were missing, as indicated in the open-ended commentary below:

- There needs to be more focus on industries.
- Consideration needs to be given to flooding, as it will have a major impact on the road network and make entire sections of the Greenway impassable.
- Improved bus services and alleviate the need to take transport to school by having the choice to attend local secondary school as with primary schools.
- Active travel is insufficiently addressed.
- Significant upgrades to our rail infrastructure to enable east to west rail travel are needed to minimise reliance on cars.
- No emphasis on creating more sustainable town wards and villages - if each area had a small shop, this would help areas travel less and be more self-sufficient. Burton Latimer, for example, is getting a new LIDL which will help them be more self-sufficient as a community.
- Reduced speed limits and low traffic zones should be included.
- There is minimal mention of cycling, walking, scooting and micro-mobility in the document. Properly segregated and LTN1/20 compliant cycling infrastructure is so important (and urgently needed) to enable residents to feel safe and increase the take up of cycling as a more viable option for local transport.

Homes & the Built Environment

5.10 8% of respondents felt that the proposed actions cover all relevant risk, 60% felt they are mostly covered, but more emphasis or additional actions are required, and 32% felt there are significant risks not addressed.

5.10.1 Respondents were asked to elaborate on any risks or actions they felt were missing, as indicated in the open-ended commentary below:

- The answer is not just electricity and heat pumps. Especially in the huge rural areas HVO could make a far more cost-effective contribution.
- Infrastructure and services should be built by the companies building the housing.
- There is simply no concrete plan for retrofitting homes, the resources required to do this, or how to manage homes that are rented out by private landlords, who have no financial incentive or penalty for leaving homes with poor insulation.
- All the current and future housing developments exacerbate an already deficient transport network and lack of neighbourhood planning.
- Retrofit work is too slow and possibly in some cases too excessive (spending £80k on a house when retrofit work to bring in line with govt regulations for 2030 require only an EPC of C). This means the Council is not helping a large number of people and homes but only helping a few. Smaller retrofit efforts need to happen, reaching more homes, empowering people to complete some DIY work too, where appropriate, like sealing windows etc.
- Local planning policy must include minimum standards for sustainability in all new housing developments.

Nature, Food, and Farming

5.11 15% of respondents felt that the proposed actions cover all relevant risk, 54% felt they are mostly covered, but more emphasis or additional actions are required, and 31% felt there are significant risks not addressed.

5.11.1 Respondents were asked to elaborate on any risks or actions they felt were missing, as indicated in the open-ended commentary below:

- Nearly useless in actually addressing the risk areas.
- Encourage more food growing - not paying farmers and landowners for biodiversity schemes, giving up land to solar farms etc.
- Incentivize building on brown field sites more.
- More information is needed on what the council is doing. What practical help can Council policies have on this sector.
- Education in schools relating to food processing and effects on human and environment or easy and quick food prep of healthier meals.
- More analysis on food security risks should be included.
- There is no mention of methane in respect to farming, even though this is an extremely potent greenhouse gas.
- No meaningful change described to address biodiversity, security of food supply, management of agricultural pollution.
- Regenerative farming practices need emphasising.

Energy

5.12 13% of respondents felt that the proposed actions cover all relevant risk, 59% felt they are mostly covered, but more emphasis or additional actions are required, and 28% felt there are significant risks not addressed.

5.12.1 Respondents were asked to elaborate on any risks or actions they felt were missing, as indicated in the open-ended commentary below:

- Alternatives to electricity should be considered, i.e., HVO, battery storage, district heating using the outfall from commercial processes.
- More solar power, particularly a requirement for car parks to have a roof of solar panels.
- Infrastructure and investment to support local generation and energy efficiency would be more impactful.
- More communications to publicise community grant schemes is needed.
- Biodigester should be included in this sector.

The Green Economy

5.13 23% of respondents felt that the proposed actions cover all relevant risk, 44% felt they are mostly covered, but more emphasis or additional actions are required, and 33% felt there are significant risks not addressed.

5.13.1 Respondents were asked to elaborate on any risks or actions they felt were missing, as indicated in the open-ended commentary below:

- Everything needs more emphasis.
- The Council should also incentivise the green industry by providing favourable business rates to genuinely green industry and unfavourable rates to polluting ones.
- The Council should support local universities to create the courses needed for the green workforce. It should consider subsidising courses for people to switch to a green career.
- Training and incentives should be offered to local companies who currently work in those fields, heating engineers, plumbers, electricians, and other trades need to be retrained to help increase the take up of heat pumps and renewable solutions.

Waste

5.14 16% of respondents felt that the proposed actions cover all relevant risk, 45% felt they are mostly covered, but more emphasis or additional actions are required, and 39% felt there are significant risks not addressed.

5.14.1 Respondents were asked to elaborate on any risks or actions they felt were missing, as indicated in the open-ended commentary below:

- Address more recycling of waste, therefore less in landfill.
- Make bulky item collection free or more affordable to reduce fly-tipping.
- The Council should look at ways to bring about a plastic waste recycling plant in the area.
- No actions described to help avoid waste in the first place by reducing packaging and supporting refill and reuse.
- More detail is needed on how the council plans to investigate carbon capture.
- Fly tipping continues to occur despite the current fine risks. If people think they can get away with it, they will. Also, reducing the places where people can carry out fly tipping would help. Increased cameras, blocking off areas that are routinely used, etc. would help.

5.15 The following suggestions were put forth when respondents were asked if there are any barriers for each of the six areas of focus that have not been identified;

- Financial incentives are needed across income thresholds to enable more people to switch to heat pumps.
- Developers and existing industry should be addressed explicitly.
- You need to convince the real population of the benefits to them now, not some potentially nefarious benefit in years ahead.
- Central government needs to be lobbied to facilitate this change through funding and changes in policy.
- Carbon literacy needs to be rolled out to all staff. Urgency needs to be felt by all staff which I do not believe it is at present.
- More emphasis should be placed on reduction.

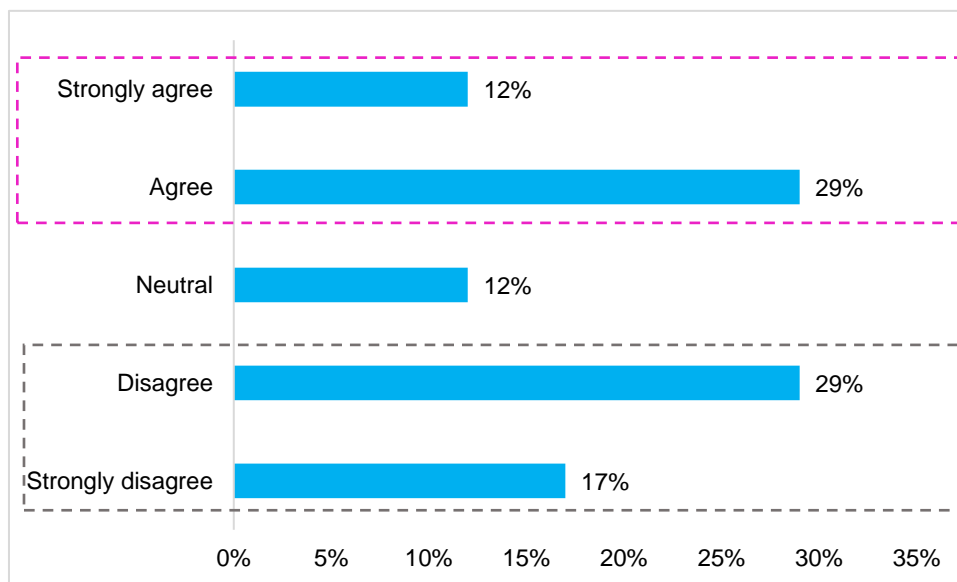
5.16 For each of the following potential benefits of climate change action, respondents were asked to indicate how likely it is that the benefits will be realised:

	General Population					Total
	Very likely	Likely	Neutral	Unlikely	Very unlikely	
New Jobs, New Businesses	12%	44%	20%	12%	12%	41
Lower Energy Bills	17%	20%	20%	22%	22%	40
Healthier Environment	17%	34%	22%	10%	17%	41
More Inclusive Community Cooperation	12%	35%	22%	10%	17%	40
More Community Spirit	12%	44%	28%	10%	15%	41
Energy Resilience for Communities	14%	27%	27%	10%	22%	41
Better Transport Options at Lower Costs	17%	32%	17%	12%	22%	41
Clean & Green Legacy for Future Generations	12%	29%	29%	15%	15%	41

5.16.1 Apart from one of the metrics (Lower Energy Bills) respondents felt that potential benefits of climate action can be realised. Open-ended commentary in relation to areas for improvement include:

- These are all great opportunities, but we need to see a greater political will to realise them that I do not see at present.
- This feels very "business as usual" and there is on urgency felt and this council is not striving to be ambitious on this topic - more to do what is the bare minimum.
- NNC need to understand environmental issues and species loss and protect more.
- We need to improve research into alternatives and aggressively make it all happen.
- The tree planting programme in Wellingborough (Nov 2023 to Mar 2024) has been brilliant. The planting has been done by both NNC staff and local Wellingborough volunteers, which has had the double benefit of planting trees and also improving community spirit. This planting effort needs maintaining and enhancing even further right across the NNC area. Focus needs to be on areas that have seen significant flooding in the higher-than-average rainfall this year.
- NNC should encourage the building of more wind turbines. With the new Government lifting the effective ban on onshore wind, this now presents a great opportunity to erect more wind turbines, which have two main benefits over solar: 1. they operate 24 hours a day (assuming it is windy, which around 95% of the time it is), 2. they give energy fairly consistently over the whole year.
- All councillors (Town or County) should be striving for a cleaner, greener society to help protect the area for the future.

5.17 Lastly, respondents were asked to what extent they agree or disagree that North Northamptonshire's goal to achieve Net Zero emissions by 2050 is realistic and achievable (41 completes were received for this question):



5.17.1 As indicated in the table responses are split, with 41% of respondents agreeing (top two boxes) and 46% disagreeing (bottom two boxes). Open-ended commentary captured the following responses:

- Disagree - The county is like a massive tanker very difficult to change direction. It will need a massive change in the attitude of real people who are currently bored and uninterested if it requires giving something up or paying even a little more.
- Agree - I think it is achievable if you commit to it 100%, but I still think you can do more.
- Agree - however without significant dedicated funding for councils and residents, of all household income levels, I do not feel it is possible to achieve net zero by 2050.
- Neutral - The achievement of net zero will require action by staff, residents, and businesses. If any of these groups are disengaged the target may not be achievable.
- Disagree - To date I have not seen North Northants show the capability required to implement the type of radical strategy required.
- Disagree - If this goal is meant to include everything going on in North Northamptonshire, including private and commercial travel, industry, and agriculture, then the goal is not realistic nor achievable with the kinds of initiatives described.
- Disagree - Consider changes to planning frameworks, public transport, community recycling and retraining.
- Agree - It is definitely achievable, but all Councillors need to be on board to make it happen.

Demographic Information

- 5.18 Respondents were asked to answer the council's standard equalities monitoring questions to help us understand the characteristics of people who have taken part in the consultation. Responses to this questionnaire were voluntary, with only 4 respondents choosing to take part.
- 5.19 More females (75%) have completed the questionnaire than males (25%). All respondents (100%) said they were the same gender as they were assigned at birth.
- 5.20 Respondents were aged 50-64 (50%), 65-74 (25%), and 35-49 (25%).
- 5.21 Most of the respondents identified themselves as being married (50%), 25% divorced and 25% cohabiting. All respondents identify as heterosexual (100%).
- 5.22 Other identified demographic information provided by respondents demonstrated that 25% considered themselves to have a disability. Predominantly respondents identified themselves as White British (75%), with the remainder identifying as White Asian (25%).
- 5.23 The most frequent religion or belief identified was Christian (75%) and Other (25%).

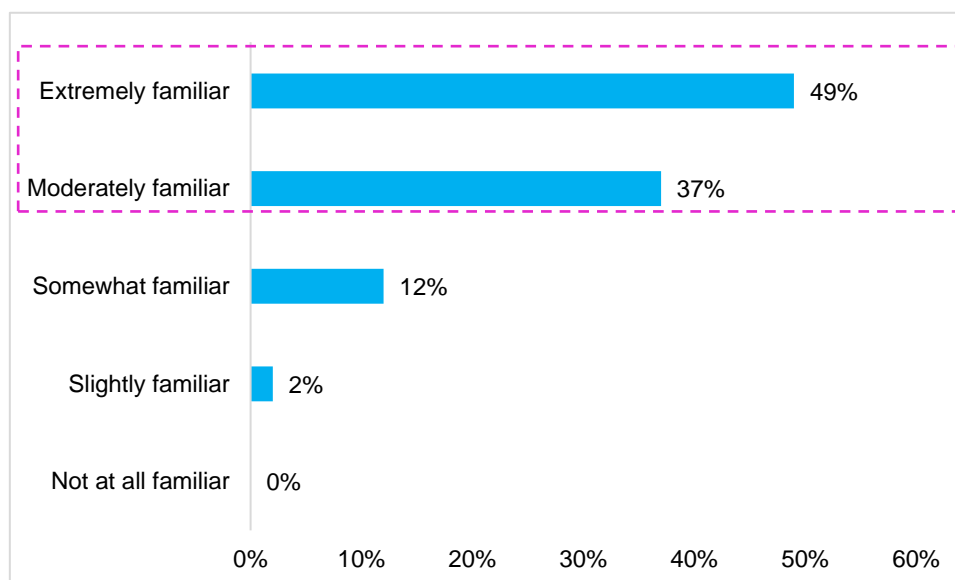
6. Consultation Results – Attitudes & Behaviours

- 6.1. This section provides a summary of the feedback received and details responses to the various questions asked as part of the North Northamptonshire Draft Climate Change Framework consultation.
- 6.2. Respondents were asked in what capacity they were responding to the consultation of which:
- 200 residents of North Northamptonshire
 - 21 employees of North Northants Council
 - 7 North Northamptonshire Councillors
 - 5 town or parish Councillors

- 2 representative of a Town or Parish Council
- 12 representatives of a voluntary sector or community organisation group
- 8 representative of a local business
- 1 representative from a school/college/university
- 8 Other

General Attitudes & Behaviours to Climate Change

6.3. The majority of respondents (out of 235) are Extremely Familiar with the causes and effect of climate change.



6.4. Overwhelmingly, respondents are concerned about climate change – 77% are Very Concerned, 14% are Concerned, and 9% are Not Concerned.

6.5. In terms of what concerns respondents, when asked to rate each of the following climate change impacts in order of their level of concern the following was ascertained. It is clear that people are concerned about all of the climate change impacts highlighted.

	General Population					Totals
	Extremely concerned	Moderately concerned	Somewhat concerned	Slightly concerned	Not at all concerned	
Air pollution	45%	27%	15%	6%	7%	235
Flooding	37%	37%	13%	7%	6%	233
Food & water scarcity	45%	27%	17%	5%	6%	233
Increased extreme weather	57%	24%	9%	6%	6%	234
Loss of biodiversity	65%	16%	9%	4%	5%	233
Temperature changes	49%	25%	15%	3%	8%	234

6.6. Respondents were asked to provide open-ended commentary on what policy measures they think the Council should be implementing to address climate change

locally. Over 170 responses were provided, a few of the recommendations are reflected below:

- Supporting local businesses to become carbon on neutral.
- Providing homes owners with more opportunities to learn how to reduce household waste and clearly showing how the recycling is handled. Providing incentives to homeowners and businesses.
- The Council should set up a task force to identify change that reflects the urgency, bettering the Climate Change Commission's targets. Councillors and officers need to look at more progressive councils and lead our communities to match their example.
- Requiring new builds (including industrial and warehouse units) to include solar power. Increasing tree planting, encouraging homeowners to increase permeable land area. Grants for energy efficiency measures and renewable energy in homes.
- Building more cycle paths which are separate from the roads.
- The most obvious one must be to use planning rules to ensure all new houses have the basics of sustainability (solar PV, heat pumps, insulation, EV charging, etc) so that within 10 years residents don't have to pay thousands to retrofit their new homes.
- Move to a model of business rates and council tax based on the carbon footprint of businesses and energy efficiency of homes.
- Improve public transport availability and affordability.
- Plant more trees and avoid building on flood plains.
- Recycling bins at all work locations.
- Assist individuals in improving their impact.

6.7. Respondents feel that the Council should take more action to address climate change locally – 79% answered Yes, 10% No, and 11% Not sure.

6.7.1 Individuals who answered yes were asked what they would like to see the Council do to help reduce the effects of climate change. Over 170 responses were received, a few of the recommendations are reflected below:

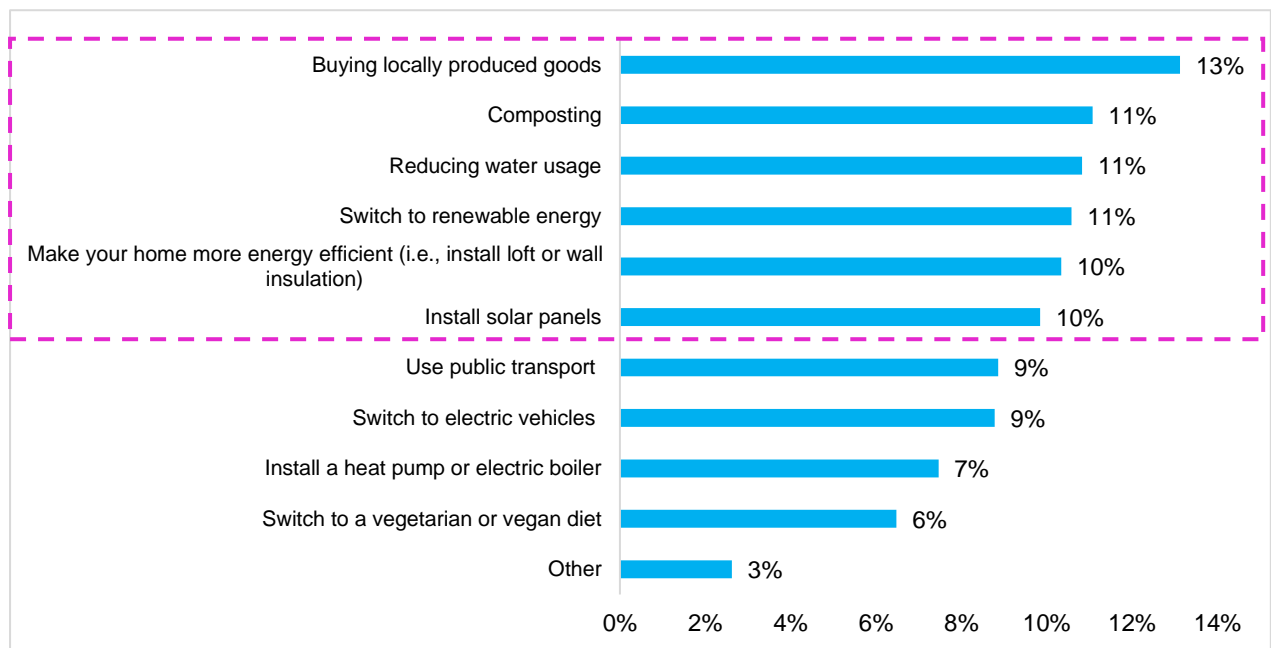
- Provide free or very affordable public transport that is regular, reliable and accessible across the county.
- Create more green spaces with plenty of trees. No felling of existing mature trees. Increase biodiversity by creating rewilding projects.
- Make it easier and safer for residents to leave their cars at home (or even get rid of them), and safe infrastructure is a key part of this. Introduce 20mph limits across our towns and villages and install properly segregated cycle lanes. Secure cycle storage in town centres is also needed to help people transition to more sustainable travel methods.
- Increase awareness by having full-time information desks for flood resilience and climate change. Develop an information programme for visiting schools.
- Citizens assemblies are needed to help people get involved as well as take advantage of opportunities.
- Adopt a Green Building Codes and enhance public transport.
- Develop Sustainable Urban Mobility Plans.
- Take the lead in power generation and waste management activities.

- All new build (housing and commercial) that are granted permission should have photovoltaic cells. All large buildings, including public carparks, should be covered with photovoltaics.

6.8. In terms of the biggest obstacles to overcome climate change locally, over 200 open-ended comments were received from respondents. The following were found to be the most common examples provided:

- The financial cost and practicality for individuals and businesses in transitioning.
- Lack of leadership from those in power and the influence of fossil fuel and other polluting industries who do not wish to see their profits and 'business as usual' affected.
- Lack of education on climate science and sustainability at all levels – politicians and residents.
- The fact we need to act collectively.
- People attitudes and complacency.
- Politics and economic dependencies on fossil fuels
- Commercial interests

6.9. Next, respondents were asked which sustainable practices they would be willing to engage in. They had the option to select as many of the ten options as applicable and provide “other” solutions via an open commentary field.



6.9.1. In general, respondents are open to buying locally, composting, reducing water usage, switching to renewable energy, making their homes more energy efficient, and installing solar panels. Other suggestions included:

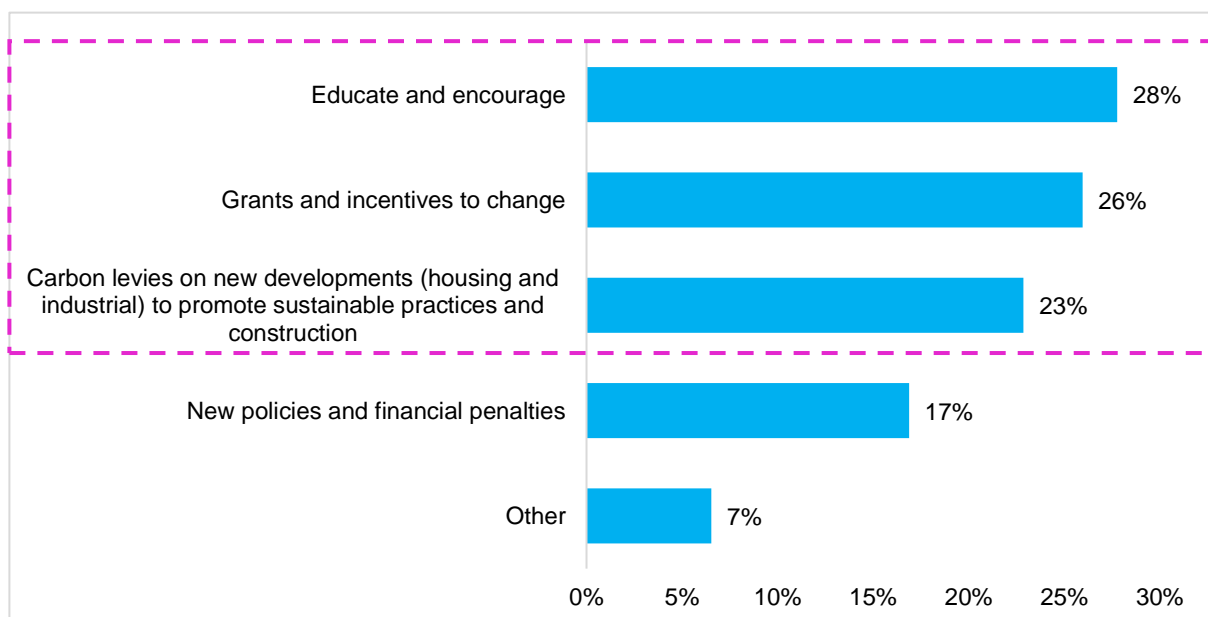
- Rewind gardens, buying second-hand (i.e., reuse, reduce, recycle) and refill shop/stations.
- Grow our own vegetables and harvest/ store 4,000 litres of rainwater.
- Leaving plastics/wasteful packaging at supermarkets for them to dispose of rather than have to take it home.
- Driving responsibly; using car only when necessary.

- Switch to domestic geothermal, and air to air heating/cooling systems.
 - Commit to flying less
- 6.10. In terms of any other actions that respondents are taking personally to reduce, over 200 comments were received, below is a sample of this output:
- Working remotely to cut down on transport emissions.
 - Reducing energy usage by turning the thermostat down and wearing extra layers through the heating season.
 - Make own household cleaning products and soap etc.
 - Taking public transport/walking/cycling.
 - Campaigning.
 - Tree planting.
 - Installing insulation in my home & double glazing.
 - Composting food waste.

6.11. When asked to what extent do you agree or disagree that the following climate change solutions are important, the majority of the respondents Agree with the solutions suggested:

	General Population					Totals
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
Investing in renewable energy	61%	17%	7%	4%	11%	181
Promoting sustainable agriculture	61%	23%	7%	1%	7%	184
Shifting to zero-emission vehicles	39%	22%	19%	4%	15%	185
Adopting energy-efficient technologies	57%	25%	8%	1%	9%	185

6.12. The next question asked respondents how they think the Council should persuade others to help mitigate the effects of climate change. Multiple answers were able to



be selected on this question, with the majority in favour of education, grants and incentives, and carbon levies on new developments.

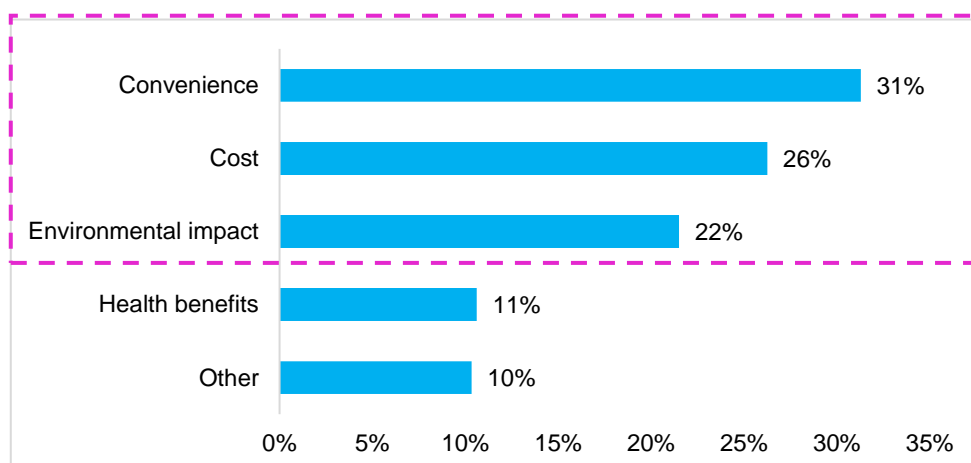
6.12.1. Individuals who selected other were also able to provide open-ended commentary, to which over 70 responses were received, some of those comments are reflected below:

- Local councils should not pass any development that does not meet sustainable practices.
- Use of more sustainable building materials.
- Discourage car use.
- More assistance for low-income households.
- All new build houses should be installed with heat pumps, a minimum solar generation requirement and energy storage batteries (obviously all electric), EV charging either installed, or the wiring in place ready for installation.
- The council could set up a Library of Things in each town to help people own less 'stuff' which would mean fewer things need to be manufactured and therefore fewer emissions.
- Planning and building regs should have climate change, environmental concerns and nature front and centre.
- The Council leading by example in the way it runs its own property estate, in relating to its staff etc.

Transport

6.13. 57% of respondents use a Petrol or Diesel Car as their primary mode of transportation, 16% use an Electric Vehicle, 8% use Public Transportation, 9% Walk, 5% use a Bicycle, and 4% use an Alternative Mode of Transport, such as a petrol motorcycle or electric mobility scooter.

6.14. When asked what factors influence choice of transportation, respondents could select multiple options; however, the majority said Convenience is the primary factor, with Cost and Environmental Impact also being contributing factors.



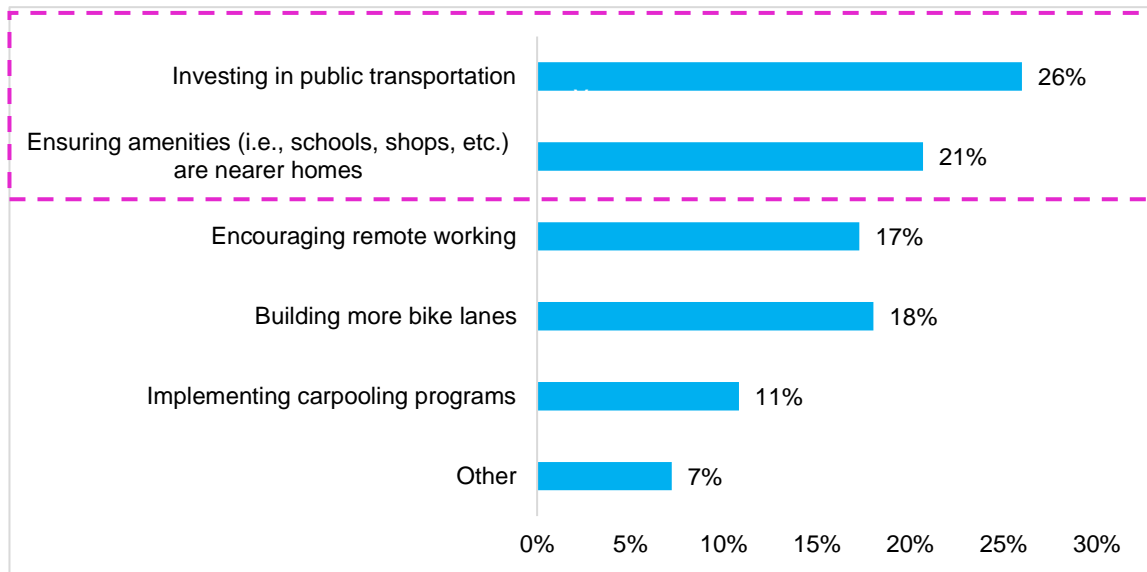
6.14.1. Other factors also include the weather, personal choice, quality / reliability of public transport, distance to place of work, comfort, and availability of public transport.

6.15. In terms of commuting to work or school, distance travelled is mixed with the highest proportion either having a short commute less than 2 miles, or a longer commute of more than 10 miles.

	General Population (157 completes)
Less than 2 miles	43%
2-5 miles	10%
5-10 miles	18%
More than 10 miles	29%

- 6.16. When asked which sustainable transportation options respondents had tried, given the option to select multiple answers, 39% answered Walking, 34% Public Transport, 7% Electric Scooter, 6% Electric Bike, and 14% selected Other, such as lift sharing, non-electric cycling, motorbike, electric mobility scooter, and rollerblading.
- 6.17. In terms of factors prohibiting the use of public transport, 50% of respondents feel that Limited Bus Routes and Timetables is the primary factor prohibiting the use of public transport locally. In addition, 17% said Cost, 9% Safety, 8% Cleanliness, and 15% selected Other, stating slowness, necessity for a car to complete job tasks, reliability, personal choice, time, difficulties due to disability, access to up-to-date timetables, shift work, and convenience as additional contributing factors.
- 6.18. When asked what factors prohibit use of an electric vehicle, 40% of respondents felt Cost is the main factor prohibiting adoption, 20% stated No Access to an Electric Vehicle Charge Point, 20% Vehicle Range, and 20% answered Other.
- 6.18.1. Individuals who selected other were also able to provide open-ended commentary, to which over 100 responses were received, some of those comments are reflected below:
- Environmental concerned in relation to lithium batteries and CO₂ emissions from EV production exceeds petrol/diesel.
 - Dangers of EV battery fires and excessive road wear due to the huge weight of EVs.
 - Battery degradation.
 - Availability of second hand EVs.
 - Lack of battery range and infrastructure for long journeys.
 - Time factor to fully charge, fear of running out of charge before reaching a charge point.

6.19. Lastly under transport, respondents were asked what actions they think could help reduce traffic congestion and promote sustainable transportation:



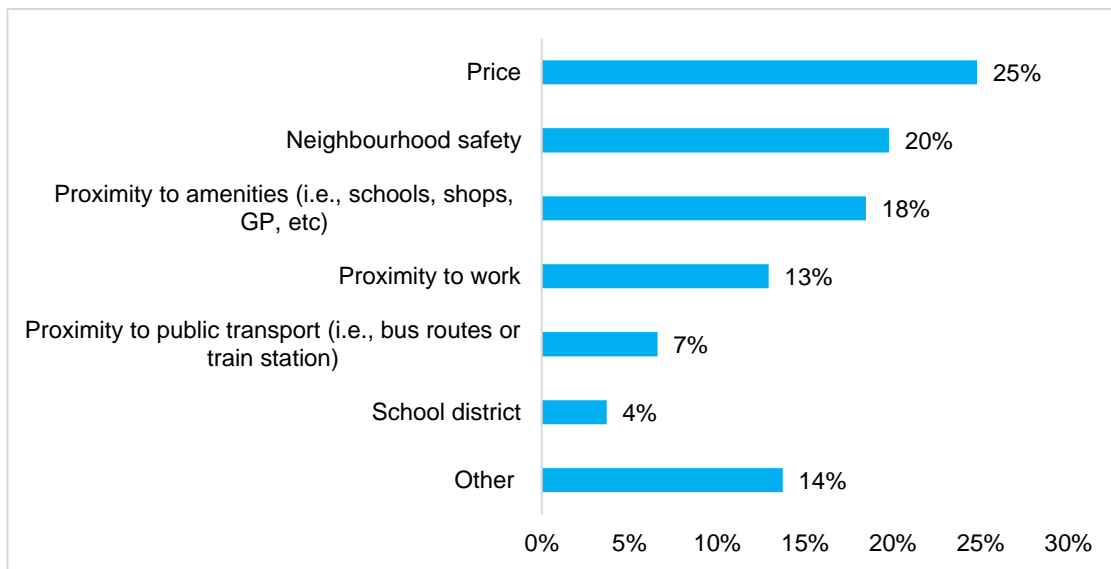
6.19.1. Over 150 other actions were suggested via open-ended commentary, some examples include:

- Secure bike storage.
- Improving the off-road network for ALL vulnerable road users - walkers wheelers and equestrians.
- Clear air zones.
- Ensuring jobs are nearer to home.
- Car club schemes.
- Bikeability training.
- Park and ride schemes.
- More footpaths.

Homes & the Built Environment

6.20. Thinking about the type of home respondents live in, 49% live in Detached Houses, 31% Semi-detached, 14% Attached, 5% Flats, and 2% Other – such as a park home. Further to this, 90% of respondents own their home, whereas 10% rent.

6.21. In terms of factors that influence choice in home or office building, Price, Neighbourhood Safety, and Proximity to Amenities are the top contributing factors.



6.21.1. Other factors included in open commentary included: rural environment, proximity to motorways and major roads, and proximity to family.

6.22. Thinking about features that are important in a home or business, 28% deem Insulation to be the most important feature of those listed, 23% said Natural Lighting and Ventilation, 20% Energy Saving Appliances, 18% Renewable Energy, 7% Smart Technology, 2% None of the Above, and 2% Other – stating the cost of running a home, security, a garden, low pollution, nice neighbours, parking, and size as additional contributing factors.

6.23. The majority, 67% of respondents would be Willing to retrofit their home to make it more energy efficient, 23% are Unsure, and 10% are Unwilling.

6.23.1. Those who answered yes were asked what factors prohibit their ability to retrofit, with Cost being the main contributing factor prohibiting retrofits. Over 80 additional comments were received to include:

- No competitive or reputational information about installers.
- Disruption.
- Small roof space and planning permission.
- Complexities of living in an old house - solid walls and inability to easily insulate.
- Lack of space for heat pumps and solar panels.

6.24. The next question asked respondents if they would be interesting in utilising the services of a local retrofitting advice bureau should one be set up – 53% said Yes, 12% No, and 34% are Unsure.

Nature, Food & Farming

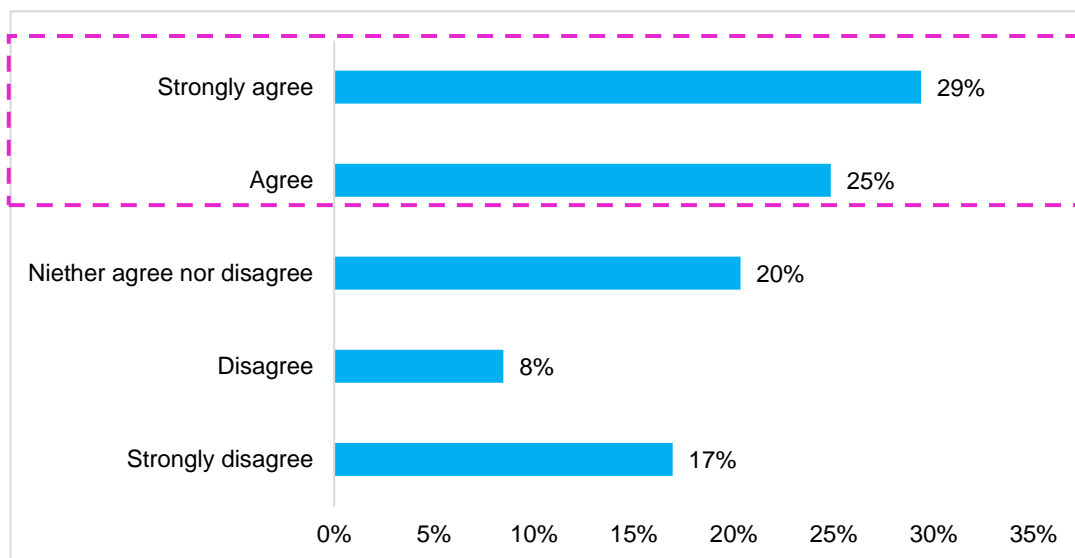
6.25. 40% of respondents visit natural parks Weekly, 26% Monthly, 20% Daily, 12% Rarely, and 2% Never.

6.26. When asked what the most significant impact of climate change on nature is, over 160 respondents provided open-ended commentary, a sampling of which has been included below:

- Loss of habitats and biodiversity.
- Rise in global temperatures and impact on sensitive ecosystems like coral reefs, polar regions, and rainforests.
- Flooding.
- Air pollution.
- Civil disorder due to food insecurity and water scarcity.
- Deforestation and loss of wildlife/ species extinction.
- Depletion of natural resources.
- Climate-induced migration and range shifts.

6.27. In terms of the importance of sustainable farming, the majority, 62%, of respondents feel that sustainable farming is Very Important, 27% said Somewhat Important, 6% Neutral, 2% Slightly Important, and 4% Not at all Important.

6.28. Interestingly, when asked their opinion on converting low-grade farmland to static land for renewables, such as a solar or wind farm, the majority of respondents support the conversion of low-grade farmland for large-scale renewables.



6.29. Thinking about food security, 63% of respondents feel that climate change will have a Major Affect on food security, 26% Moderate Affect, 6% Minor Affect, and 5% No Affect.

6.30. Next respondents were asked what they believe the Council should be doing to protect against possible food shortages, over 170 open-ended responses were provided, a selection of which has been highlighted below:

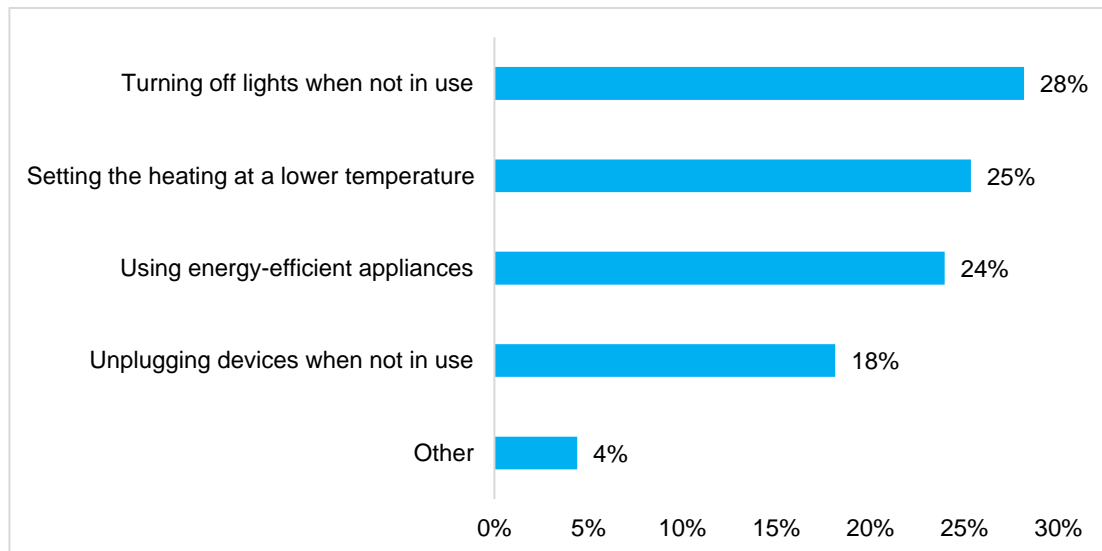
- Support farmers to grow sustainably and diversify land use.
- Encourage people to grow their own food, even in small amounts.
- Maintaining green spaces, encouraging pollinators.
- Encourage local community farms - set them up within walking distances of school.

- Encourage local food production by promoting urban farming, community gardens, and allotments.
- Promote food education to raise public awareness about the importance of local and seasonal food consumption.
- Implement local initiatives to reduce food waste at all stages of the supply chain, from farm to household. Encouraging surplus food donations, food-sharing apps, and community fridges can help ensure that no edible food is wasted, while also supporting those in need.
- Work with local farmers to adopt sustainable farming practices, such as crop rotation, agroforestry, and regenerative agriculture. These practices help maintain soil health, conserve water, and increase resilience to climate extremes, such as droughts or floods, that may impact food production.
- Protect pollinators to increase yields, educating farmers, protecting nature, encouraging sustainable farming practices, working alongside nature not against it.
- Ban the use of herbicides and pesticides and replacing with sustainable farming practices.
- Encourage regenerative farming methods.

Energy

6.31. When asked primary sources of energy at home – 51% said Electricity, 41% Natural Gas, 6% Solar, 4% Oil, and 1% Other, such as kind dried logs and wood.

6.32. Next respondents were asked which of the following energy-savings practices they follow:



6.32.1. Those who answered other were given the opportunity to provide open-ended commentary, responses included:

- Use of wood burner to reduce the need to turn on central heating.
- Air dry clothes instead of using the tumbler dryer.
- Wearing extra clothes.
- Reduce the use of hot water – take shorter showers.

6.33. Next respondents were asked to state their level agreement to the metrics in the table below. As indicated, the majority of respondents support renewable energy solutions and incentives and disagree that fossil fuels are the best form of energy.

	General Population					Totals
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
Renewable energy is unlimited	24%	31%	21%	16%	8%	170
Fossil fuels are the best form of energy sources	9%	65	16%	23%	46%	171
Gas is more environmentally friendly than coal	9%	36%	41%	8%	6%	171
Better incentives should be given for consumption of renewable energy	52%	29%	10%	2%	7%	170
The switch to renewable energy is an urgent need	58%	24%	6%	3%	9%	170

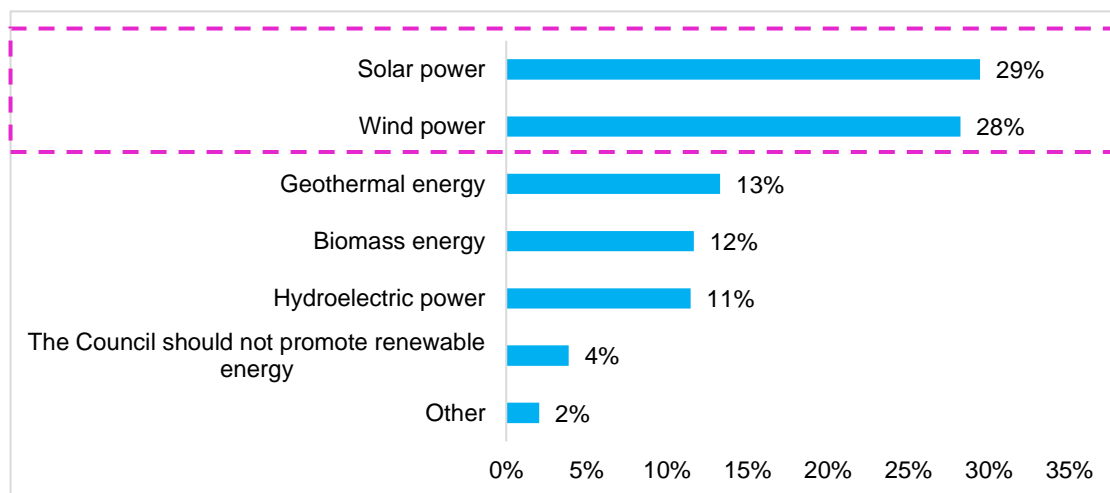
6.34. In terms of what factors influence respondents decisions to switch to a green energy tariff, top responses included: 48% said the cost of purchasing is Extremely Influential, 46% said the ease of switching is Somewhat Influential, 40% said incentives for switching are Somewhat Influential, 69% feel that the opinions of friends and family are Not Influential, and similarly, 59% said the Government's net zero goal would not influence their decision. The full accounting of results can be found in the table below.

	General Population			Totals
	Extremely Influential	Somewhat influential	Not at all influential	
Cost of purchasing	48%	35%	17%	166
Ease of switching	33%	46%	22%	166
Incentives for switching	33%	40%	27%	163
Opinions of friends and family	5%	25%	69%	165
The Government's net zero goal	9%	32%	59%	162

- 6.35. When asked about their awareness of the environmental benefits of renewable energy – 93% said Yes, they have an awareness, whereas 7% stated No.
- 6.36. Thinking about which aspects of renewable energy interest respondents most – 59% stated Environmental Impact, 18% Cost-effectiveness, 16% Energy Independence, 0% job creation, and 16% Other, such as nuclear energy.
- 6.37. Respondents were asked to what extent the following are barriers to switching from fossil fuels to renewable energy, ranking their answers from 1-5, with 5 being the highest – cost, concern about technology becoming obsolete, lack of information, and problems finding trustworthy suppliers are the primary barriers. Slow return on investment is also a concern for some.

	General Population					Totals
	5	4	3	2	1	
It is very costly	38%	11%	26%	11%	15%	149
The aesthetic of renewable energy devices	9%	5%	15%	15%	56%	164
Political vested interests	22%	9%	14%	12%	44%	161
Finding a trustworthy supplier	23%	19%	27%	14%	18%	162
Lack of information on renewable energy	9%	20%	28%	17%	27%	162
Slow return on investment	23%	20%	15%	16%	25%	162
Technology may become obsolete quickly	21%	21%	28%	15%	15%	162

6.38. Next, respondents were asked which renewable energy sources they feel the Council should promote. As indicated in the chart below the majority feel the Council should promote wind and solar power.



6.38.1. Respondents were also given the opportunity to provide other suggestions, to which a handful of responses were provided, to include:

- District heating
- Heat pumps
- Nuclear power
- Hydrogen

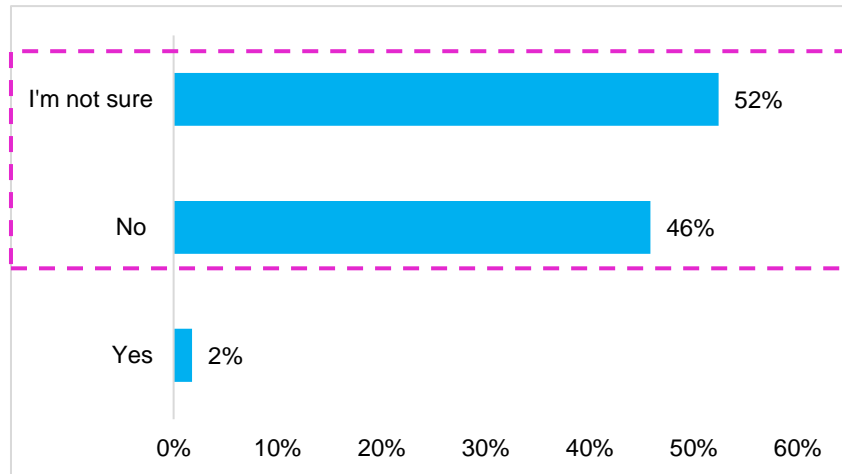
6.39. Lastly in Energy, respondents were asked if they feel the Council should invest more in renewable energy – 83% answered Yes and 17% stated No.

The Green Economy

6.40. The first question in this section asked respondents about their familiarity with the concept of a green economy – 18% are Extremely Familiar, 36% moderately Familiar, 27% Somewhat Familiar, 15% Slightly Familiar, and 4% Not at all Familiar.

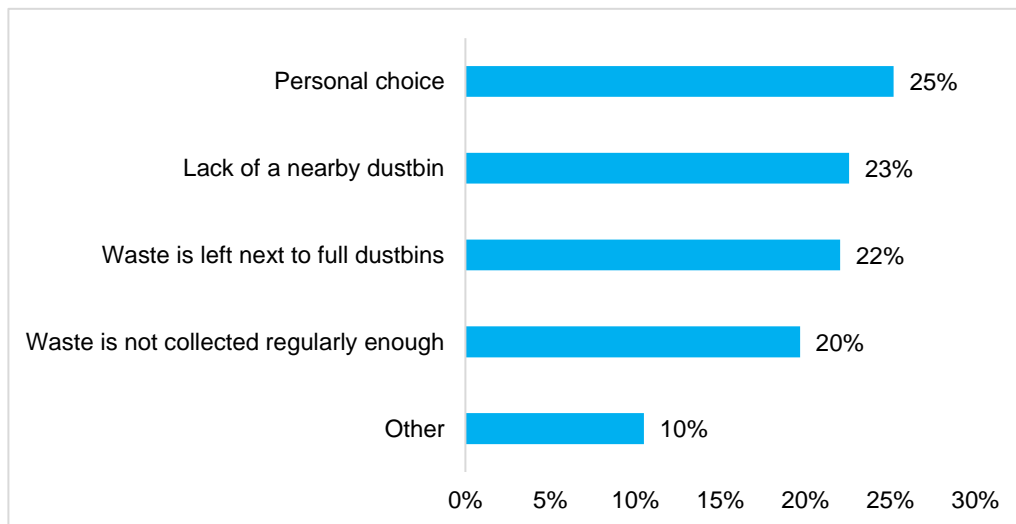
6.41. When asked if green credentials are important when purchasing goods and services – 68% said Yes, 16% No, and 16% Not Sure.

- 6.42. Respondents were also asked if they see a positive future for green economic growth, to which 64% answered Yes, 24% are Unsure, and 12% said No.
- 6.43. Lastly in this section, when asked to think about whether the right skills are being developed in schools, colleges, and the workplace to support a growing green economy, the majority of respondents are either Unsure (52%) or stated No (46%).



Waste

- 6.44. Respondents were asked if they agree that if waste is not disposed of properly it can pollute the environment – 99% said Yes, whereas 1% said No.
- 6.45. Those who answered yes to the previous question were asked to select all of the following options they feel contribute to litter locally. As indicated in the chart below, respondents feel there are a number of factors contributing to litter locally such as personal choice, lack of nearby bins, overfull bins, and waste left next to full bins.



- 6.45.1. Those who selected other were also given the opportunity to provide open-ended commentary, to which over 30 responses were provided, a sample of which has been included below:

- Fines are too small and not imposed.
- People do not care.

- Fly-tipping
 - Lack of education for young people
 - Laziness
 - Excessive regulation and restrictions and cost on commercial waste recycling.
 - Lack of pride for the environment and the country.
- 6.46. Next, respondents were asked how they think waste management can be improved in their community, to which over 100 open-ended responses were provided. Below is a sampling of this feedback:
- Expand and improve the accessibility of recycling services.
 - Encourage Circular Economy Practices.
 - Invest in modern waste management infrastructure, such as better recycling facilities and waste-to-energy plants, to handle waste more efficiently.
 - Education
 - Access to food waste recycling services
 - More street cleaning, and more enforcement officers.
 - Kerbside recyclable plastic bags. wrappings etc. rather than relying on the small recycle bins in supermarkets.
 - Kerbside collection of batteries.
 - Higher penalties for fly-tipping and littering.
 - Cheaper costs for waste collection.
 - Availability of more recycling centres that are free for all to use.
 - More recycling bins in public places.
 - More bins in public parks and increased collection rates.
- 6.47. When asked about recycling – 21% said Plastic, 21% Glass, 20% Paper, 19% Metal, 16% Electronic Waste, and 3% Other, such as food, clothes, batteries, garden waste, wood, and old spectacles.
- 6.48. We also asked respondents about whether they compost organic waste, either via food waste collection or at-home – 53% said Always, 11% Often, 6% Sometimes, 7% Rarely, and 23% said Never.
- 6.48.1. Those who answered rarely or never were asked what is prohibiting them from doing so, to which over 20 replies were received, a sampling has been included below:
- Lack of space.
 - Knowledge.
 - Compost is used on an allotment.
 - Rats and other pests.
 - Not enough 'brown' waste to balance out the organic waste.
 - Time consuming.
 - Unhygienic.
 - No food collection service in my area.
- 6.49. Lastly, respondents were asked if they donate items they no longer need, rather than throwing them away - 98% said Yes and 2% answered No.

Demographic Information

- 6.50. Respondents were asked to answer the council's standard equalities monitoring questions to help us understand the characteristics of people who have taken part in the consultation. Responses to this questionnaire were voluntary, with only 23 respondents choosing to take part.
- 6.51. From the data received by those respondents who completed this section, the information demonstrates that the respondents are broadly representative of the population of North Northamptonshire. The following is a brief summary of the data received. For the purpose of this analysis, respondents who answered 'Prefer not to say' to an equality monitoring question have not been included within the below percentages.
- 6.52. More females (57%) have completed the questionnaire than males (43%), with 0% stating they are other or non-binary. All respondents (100%) said they were the same gender as they were assigned at birth.
- 6.53. Respondents were aged 50-64 (35%), 65-74 (30%), 75-84 (17%), 35-49 (13%), and 25-34 (4%).
- 6.54. Most of the respondents identified themselves as being married (65%), 13% divorced, 9% cohabiting, and 9% single. The majority of respondents said they were heterosexual (91%); with 4% identifying as gay and 4% lesbian.
- 6.55. Other identified demographic information provided by respondents demonstrated that 26% considered themselves to have a disability. Predominantly respondents identified themselves as White British (91%), with the remainder saying they were from Other White (4%) and White Asian (4%).
- 6.56. The most frequent religion or belief identified was No Religion (52%), Christian (30%) and Other (17%).